

***Virginia WIC Program  
Price Survey Form Instructions***

This enclosed price survey form will be used as a price comparison tool to evaluate a store's authorization and/or participation status in the Virginia WIC Program. This form is being implemented to automate and enhance data collection efforts. Please carefully read all instructions before completing this form. Return the completed form promptly in the enclosed return envelope.

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**MARKING INSTRUCTIONS**

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- Use a No. 2 pencil
- Print legibly
- Fill in the appropriate circle completely by shading. Do not use check marks or "x" to mark the circles.
- Make no stray marks outside the circle.
- Erase completely any marks you wish to change.
- Do not fold, bend, staple, tear or mutilate the survey form.

**Please complete the Price Survey form as follows:**

<b><i>Store (Vendor) Name:</i></b>	Legibly PRINT the store's name.
<b><i>Contact Name:</i></b>	Legibly PRINT the name of the individual who completed this form.
<b><i>Vendor Number:</i></b>	This is the store's 4 digit authorization number that appears on the rubber stamp, if WIC authorized. If the store is an applicant, mark the box with 0000 (four zeros).
<b><i>County Code:</i></b>	Write the county code which corresponds to the county in which the store is located. See the Virginia WIC Assigned County Code for a list of valid county codes. Shade the corresponding circles in each column. If a code is not available for the store's resident county select 999 to designate other.
<b><i>Date Completed:</i></b>	Include the month, day and year the form was completed. Shade the corresponding circles in each column.
<b><i>Number of Checkout Registers:</i></b>	Indicate the number of checkout registers in the store. Choose only one option by shading the corresponding circle.
<b><i>Store Telephone Number</i></b>	Include area code and phone number. Shade the corresponding circles in each column.
<b><i>Pricing (Highest Price)</i></b> For each of the food categories listed on the survey the following brands, sizes, and quantity should be used. Shade the corresponding circles to identify the highest food price in each column. Only foods identified as WIC Approved should be given for this pricing analysis. Please refer to your Virginia WIC Approved food list for the specific foods that are eligible.	
<b><i>Milk</i></b>	The shelf price of 1/2 gallon Whole Fluid Milk (plastic container - Least expensive brand).
<b><i>Milk</i></b>	The shelf price of 1 gallon Whole Fluid Milk (plastic container – Least expensive

	brand).
<b>Eggs</b>	The shelf price of one dozen white large eggs.
<b>WIC Approved Juice</b>	The shelf price of <b>Juicy Juice</b> (any flavor) 1 can, 46 oz.
<b>Infant Juice</b>	The highest shelf price for one (any flavor or brand) plastic container of infant juice, 32 oz.
<b>Infant Cereal</b>	The highest shelf price for 1 box of <b>Rice Cereal</b> , 8 oz.
<b>WIC Approved Cereals</b>	Submit the highest shelf price for <u>one</u> of the following WIC Approved cereals: <b>General Mills' Whole Grain Total, Kellogg's Corn Flakes, Kellogg's Special K or Instant Quaker Oatmeal (regular flavor)</b> , 1 - 12 oz box only.
<b>Cheese</b>	The shelf price of <b>Kraft Deluxe American Cheese</b> 24 slices, 16 oz size.
<b>Similac Formula</b>	The highest shelf price for 1 can of <b>Concentrated Similac with Iron</b> , 13 oz.
<b>Isomil</b>	The highest shelf price for 1 can of <b>Isomil</b> , 13 oz.
<b>Cereal Brand</b>	The submitted <b>Cereal</b> price is based on which cereal listed above. Only one cereal name should be shaded in this section.
<b>Signature</b>	Provide the signature of the person completing the form. By signing the Price Survey form, the retail store is confirming the accuracy of the price information submitted. The WIC Program will randomly verify the Price Survey information submitted. Providing incorrect/incomplete information on this price survey form can lead to a store being denied and/or terminated WIC Program authorization.

***If you have questions regarding the completion of the Price Survey form, please contact the Virginia Department of Health, Vendor Account Services at 804-786-5420.***

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Revised date: 7/00

